WAR FOOD ADMINISTRATION
Commodity Credit Corporation
Office of Supply
425 Wilson Building
Dallas 1, Texas

Approximate Time
First Part 5 Minutes
Second Part 3½ Minutes
May 7, 1945
No. 19

1. MUSIC: UP AND UNDER

2. ANNOUNCER: Radio Station _____ presents...FOOD FRONT HEADLINES...a behind-the-scene story of how our food moves from farms to battle lines...from ships to Allied supply depots...from grocery shelves to civilian tables...and here ready to go with us back stage of the American food drama is _____, District Representative of the War Food Administration.

3. DIST. REP: What's happened to meat? That's the question still uppermost in the public's mind, _____. So, I think you and I had better ride herd again today on the meat situation.

4. ANNOUNCER: Let's get it straight in our minds at the outset...meat supplies will likely be short until next fall.

5. DIST. REP: Yes, we might as well get used to the fact we won't have all the meat we want. Livestock marketing is always slow during the summer, but picks up in the fall. It takes time for meat animals to put on weight regardless of how much you feed them.

6. ANNOUNCER: We'll suffer no meat famine, but for the first time since the war started, we won't have as much meat as we had before the war. Civilians will get about 115 pounds per person this year...about a half pound less than 10 years ago.

7. DIST. REP: This 115 pounds seems small because we averaged 147 pounds per person last year...the highest in 36 years.

8. ANNOUNCER: When we make this comparison, we must remember that total meat production last year was up 8½ billion pounds...the highest production on record in the United States.

9. DIST. REP: Most of the big increase was the result of a big crop of pigs in the spring of '43, which was 57 percent greater than the average for pre-war years. And that wasn't an accident. Farmers had been raising more pigs every year since 1940 when they started a cutback, but the government urged them not to. So farmers continued to raise more pigs every year until they reached the peak of 74 million pigs in the spring of 1943.

10. ANNOUNCER: Producing a crop that big was one thing...marketing it was another. In the fall, an additional 40 million pigs resulted in a flooded market. In fact, so many pigs started to market at one time, traffic cops had to call the signals.

11. DIST. REP: _____ is not being facetious either. WFA set up marketing committees in all major centers to handle the hogs. Despite precautions, more hogs rolled in than could be handled. Some had to be held for days. This took away much of the producer's profit.

12. ANNOUNCER: Then, when these hogs were slaughtered, we had no place for the meat and lard. Storage space was soon filled up. We didn't have enough freight cars and ships to move the meat and lard to our armed forces and to lend-lease countries. That's why we couldn't save a lot of this meat when it was plentiful to tide us over. There simply was no place to put it and no transportation available to send it overseas.

13. DIST. REP: On top of all this, the slaughter of cattle and calves began climbing to record heights and more sheep and lambs were coming to market than before. In fact, packers were concerned over whether they could handle all of them.

14. ANNOUNCER: To ease the over-supply, rationing was lifted. But even then, there was not enough meat to satisfy the expanded civilian demand brought on by higher incomes.

15. DIST. REP: On the production side, livestock numbers jumped ahead of feed supplies. Reserves of feed were running out. Although feed crops were bigger and bigger every year, livestock production was increasing even more rapidly. Under such conditions ranchers and farmers couldn't continue their pace of livestock production.

16. ANNOUNCER: Yes, the farmer's familiarity with the feed situation and the difficulties of marketing the record 1943 pig crop caused him to cut his '44 spring pig crop a fourth. Also, ranchers reduced cattle herds about a million head.

17. DIST. REP: So, early in the fall of '44, the picture began to change. Although the slaughter of cattle and calves, sheep and lambs continued at high levels, the slaughter of hogs lagged behind. The 1944 fall pig crop dropped 34 percent below that of the year before.

18. ANNOUNCER: On the other hand, demand went up. With pork normally making up about half of the total meat supply, the reduction in pork threw a heavier burden on other meats. Military needs for meat have jumped 10 percent above those of 1944...and they are still increasing with little hopes for any slackening even after V-E Day.

19. DIST. REP: To meet these war needs, federally inspected slaughterers are required to set aside more than half of their beef and pork for the armed services. Naturally, this cuts into the civilian supply...especially in urban centers where consumers depend almost entirely on federally inspected meat...the only kind that is allowed to move across state lines.

20. ANNOUNCER: That's what makes meat supplies plentiful in some places and scarce in others. High civilian demand for meat in areas where the animals are raised has forced more and more livestock through non-federally inspected plants.

21. DIST. REP: The number of federally inspected plants has been nearly doubled since we entered the war, but the percentage of livestock slaughtered in them is about the same as it was, and less than it was a year ago. In fact, the slaughter of hogs under federal inspection has been cut to half of what it was a year ago. Early in the season, WFA took steps to increase meat produced in federally inspected plants by refusing slaughter licenses when it would interfere with government buying of meat, and by limiting the subsidy on meat produced without federal inspection.

22. ANNOUNCER: These measures helped to channel more livestock to federally inspected slaughterers so more meat could move across state lines for better distribution, but they did not increase the total meat supply.

23. DIST. REP: As we said in the beginning, meat supplies are tight and will remain tight until this fall. When allocations were made for the second quarter, nobody got as much meat as he wanted... not even the army and the navy. And, we're not exporting all of our meat to feed somebody else, as some people seem to think. Here's the figures. From April through June our meat supplies total more than 5 billion pounds. U. S. civilians will get more than two thirds of this amount. Lend-lease countries, the Red Cross, and our territorial possessions will get 7 percent. The rest will go to the military services.

24. ANNOUNCER: What we've said all adds up to these points. Our total meat output has dropped ten percent...nearly all of it in pork. On the other hand, military requirements are up ten percent... and civilian demand has doubled. Also, more meat now goes to non-federally inspected slaughterers. This causes bad distribution of the limited supplies because non-federally inspected meat can not be shipped across state lines.

NOTE TO DISTRICT REPRESENTATIVE: IF YOU HAVE MORE THAN FIVE MINUTES CUT CUES NO. 25 and 26 AND CONTINUE WITH CUE NO. 27. OTHERWISE CUE NO. 26 WILL END YOUR PROGRAM.

25. DIST. REP: About all we can hope for this summer is a better distribution of what meats we do have...and to make the best use of abundant foods like eggs, cabbage and other fresh vegetables instead of worrying about what we can't buy.

26. ANNOUNCER: And that's the dope on meat. Listen next _____ to FOOD FRONT HEADLINES...presented as a public service feature by Radio Station _____ in cooperation with the War Food Administration to bring you inside facts from authorative sources about what's happening on the agriculture firing line.

27. DIST. REP: To remedy these ills, the government has worked out a ten point program, without increasing any ceiling prices consumers may have to pay for meat. The first point calls for a plan to encourage increased cattle feeding. To do this, the government has increased the spread between the subsidies on the various grades of cattle to 25 cents per live hundredweight. Also, it cancelled its intention to reduce by 50 cents per live hundredweight the overriding, ceiling, price ranges and subsidies on choice cattle.

28. ANNOUNCER: These actions will make feeding cattle to their full weights profitable. However, steps have also been taken to make the slaughter of cattle profitable to the packer. To secure more supplies for the armed forces, maximum prices have been increased for army beef and adjustments in subsidy payments have been made to minimize seasonal losses.

29. DIST. REP: The government is studying price ceilings for pork and pork products to see if increased price ceilings or subsidy payments will make any difference in the supply. One of the main points of this new program is to make sure that no individual slaughterer who operated profitably in peacetime will be compelled to quit business now.

30. ANNOUNCER: As a part of the program to increase the amount of livestock slaughtered in federally-inspected plants, limitations are being placed on farm slaughter for sale and local commercial slaughter. Farmers will not be permitted to sell more dressed meat in any quarter of this year than they did in the same quarter last year. However, they'll be able to kill as much meat as they want for home use. They'll have to register the sale of dressed meat by filing a simple form with their local War Price and Rationing Boards.

31. DIST. REP: As you know, the OPA will now administer this phase of the meat program. All slaughterers operating without federal inspection will have to register with their OPA District office...which will assign them the quotas on the amounts of livestock they can slaughter this year. Limiting farm slaughter sales and the output of non-federally inspected operators will increase the flow of meat into federally inspected plants and thus make more supplies available for civilians.

32. ANNOUNCER: With more meat going to federally inspected plants, the armed forces won't have such a difficult time getting their supplies either. The Quartermaster Corps will intensify its efforts to get additional operators to accept federal inspection. It hopes to get at least 10 percent more of its purchase in the future from plants which are not now supplying the government with any meat. This will take a big load off certain plants that are now supplying more than their share of meat for the army. That's what makes meat so short in the areas once supplied by these plants.

33; DIST. REP: Of course, we can't expect these measures to make any big increase in our meat supply but they'll balance distribution. So, in the meantime, let's quit worrying about the foods we can't buy and eat abundant foods like eggs, cabbage and other fresh vegetables.

34. ANNOUNCER: And that's the dope on meat. Listen next _____ to FOOD FRONT HEADLINES...presented as a public service feature by Radio Station _____ in cooperation with the War Food Administration to bring you inside facts from authoritative sources about what's happening on the agriculture firing line.

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